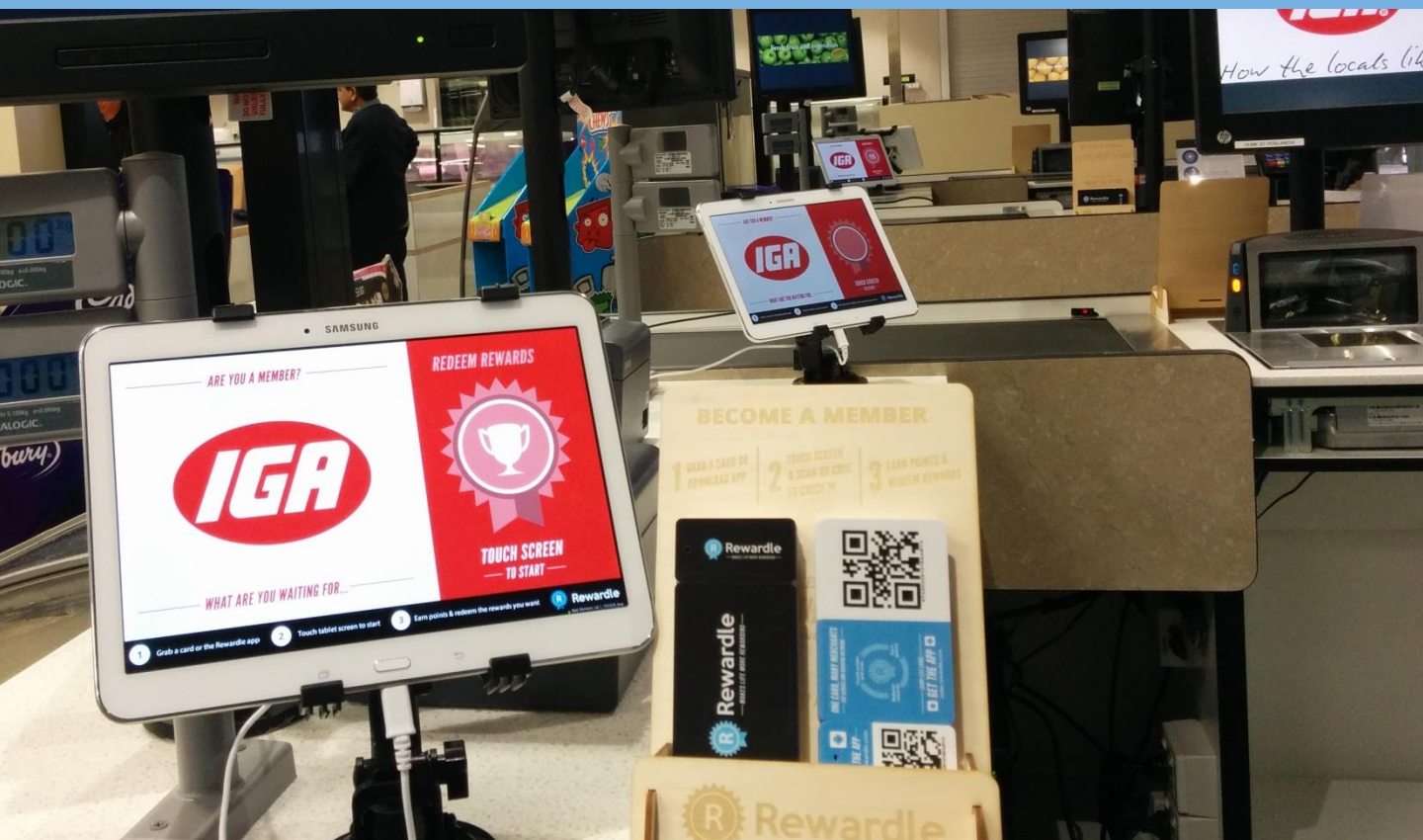


SUPERMARKET GROUP JOINS REWARDLE

Group of independent supermarkets selects Rewardle.
Platform to be integrated for Big Data battle with Coles and Woolworths



Note: The Service Agreement does not directly involve Metcash (ASX:MTS), operator of the IGA retail brand

- **Fast growing group, currently operating 10 IGA branded supermarkets, joins the Rewardle Network**
- **The grocery retail sector is increasingly driven by the sophisticated use of Big Data and represents a substantial opportunity for Rewardle**
- **Commencing integration with Point of Sale solution used widely by independent supermarkets which will increase data captured by the Rewardle Platform**
- **Consumer data associated with independent supermarkets represent a beach head for Brand Partnership development**
- **Supermarkets likely to drive substantial member growth and engagement, enhancing Network Effect and growth strategy**

Fast growing group, currently operating 10 IGA branded supermarkets, joins the Rewardle Network

Independent supermarkets represent a substantial opportunity for Rewardle. They are operating in a challenging environment, competing with the sophisticated marketing and technology resources of Coles (ASX:WES) and Woolworths (ASX:WOW) who control approximately 80% of supermarket retail in Australia.

Rewardle has established a Service Agreement with a multi-site operator of IGA branded, independent supermarkets. Under the terms of the Service Agreement Rewardle will be deployed in all existing and new supermarkets operated by the group.

With the first supermarket recently activated, the Rewardle Platform is being progressively rolled out across the group's existing portfolio of 10 supermarkets over coming weeks. The group plans an additional 6 supermarket openings by the end of the year with a target of 40 supermarkets by 2020.

In keeping with the Company's bottom up business development strategy, management believes that working with a high quality, fast expanding operator under the IGA brand will assist in the Company's business development efforts in the independent supermarket sector.

For the purpose of clarity, the Service Agreement does not involve Metcash (ASX:MTS), the operator of the IGA retail brand. However, management intends to use this deployment as an opportunity to develop insights, undertake key integration work and develop a case study that demonstrates the merits of the Rewardle Platform for independent supermarket operators.

The grocery retail sector is increasingly driven by the sophisticated use of Big Data and represents a substantial opportunity for Rewardle

Independent supermarkets represent a substantial opportunity for Rewardle. According to the "Let's Have Fair Competition!" report published in 2012 by the Master Grocers Australia organisation, the independent supermarket sector includes more than 4,000 independently owned and operated supermarket and grocery stores. Approximately 2,100 are branded and operate under the banners such IGA and independent stores represent the largest block of competitors to Coles and Woolworths, who account for a combined market share of approximately 80 per cent of the Australian grocery market.

Both major chains operate large membership and rewards programs for customers (Coles/Flybuys, Woolworths/Everyday Rewards). The data associated with these programs coupled with their purchasing power assist in maintaining and enhancing their competitive advantage. In 2013, Woolworths provided an insight into the value of data analysis for retailers through its 50% acquisition of Quantum Data for a reported \$20M.

Similar to the proprietary systems used by Coles and Woolworths, Rewardle offers independent grocery retailers a cost effective marketing and commerce platform that combines membership, points, rewards, mobile ordering and payments into a single cloud based platform that uses Big Data analysis to power email, social media and mobile marketing programs.

While the Company has been working with a number of single site grocery retailers, the selection of the Rewardle as a marketing and commerce platform by a large, substantial group operator represents a significant advance for the Company. Given the highly competitive nature of grocery retail, the Company expects this Service Agreement and deployment will generate further interest from other independent grocery retailers facing the same challenges and seeking a cost effective solution to assist them to remain competitive.

Commencing integration with Point of Sale solution used widely by independent supermarkets which will increase data captured by the Rewardle Platform

The holy grail of marketing is presenting the right message, to the right person, at the right time. Rewardle uses big data analysis techniques that have been used by big retailers for years to help merchants to tailor and target their marketing and communications.

The Rewardle Platform offers Merchants a powerful, standalone customer engagement platform that can be extended with a variety of 3rd party data sources including social media and Point of Sale (POS) data.

While Rewardle has been working with a number of standalone grocery retailers, establishing a Service Agreement with a substantial group operator will result in the integration with a leading POS platform that is widely used in the grocery retail sector.

POS integration will add “basket of goods” data to the Rewardle Platform that can be used to help grocery retailers with more sophisticated customer segmentation and granular targeting of marketing messages. Rewardle will offer independent supermarkets a turn-key, best of breed membership, points, rewards and payments solution, with full basket of goods data, to assist them in competing with the sophisticated systems used by Coles and Woolworths.

In addition, POS integration will also make the Rewardle Platform a more valuable data source for the thousands of brands that are sold through the independent supermarkets that Rewardle services.

Integration with a leading supermarket POS solution used widely across the independent supermarket sector follows Rewardle’s previously announced integrations with Kounta and Revel Systems, two fast growing cloud and tablet based POS solutions. These integrations represent significant advances for the Rewardle Platform and represent barriers to entry for potential competitors

Consumer data associated with independent supermarkets represents a beach head for Brand Partnership development

Through working with independent supermarkets the Company anticipates engaging with some of Australia's leading brand marketers to demonstrate how they can leverage the Rewardle Platform to engage with consumers and drive in-store sales.

Rewardle's rapidly growing membership base represents a rich source of consumer insights and potential direct marketing opportunities for the 1000's of consumer packaged goods brands sold through supermarkets.

Rewardle's Board and management are experienced in building successful, multi-million dollar enterprises based on connecting brands with audiences and believes that revenue can be developed via a variety of Brand Partnership opportunities once the scale of the Rewardle Merchant and Member Network has achieved critical mass.

Supermarkets likely to drive substantial member growth and engagement, enhancing Rewardle's Network Effect driven growth strategy

The central role of grocery retail in the life of consumers has been a major driver in the successful development of the Coles and Woolworths loyalty programs. Management believes that the Rewardle Platform can replicate the success of these programs for independent supermarket operators and the Company will benefit from doing so due to the Network Effect inherent in the Rewardle Platform.

High foot traffic, regular visitation and the essential nature of grocery retail has potential to contribute substantially to Rewardle's Merchant and Member Network growth. The increased exposure of Rewardle and added utility that comes with the Platform being adopted by the grocery sector may enhance the Network Effect that drives Rewardle's consistently accelerating Merchant and Member Network growth and engagement.

The Network Effect was evident in establishing the Service Agreement with the independent supermarket group as the initial introduction to the group was made via an existing merchant who is part of the Rewardle Network.

The growing inbound demand and referrals for the Rewardle Platform validates the Company's bottom up, winner take all strategy of initially focussing on Merchant and Member Network growth and engagement with monetisation to follow once critical mass is achieved.

ABOUT REWARDLE HOLDINGS LIMITED

ASX: RXH

Rewardle Holdings Limited (Rewardle) is a marketing technology service provider to local merchants, from independent merchants, to small and medium size chains and Enterprise Clients.

As technology changes how we connect, share and transact, Rewardle is positioning itself to be a leading player as the worlds of social media, marketing, mobile and payments converge.

Having secured a substantial early mover advantage the Company has established a number of barriers for new entrants, with arguably the most significant being the powerful Network Effects that accompany the growing Merchant and Member Network.

The Company listed on the ASX on the 7th October 2014 and is led by an experienced entrepreneurial team with a successful background in Internet and media businesses.

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